

## ABSTRACT

A digital TV system for setting viewer-environments using a network and a control method thereof is disclosed. The system and a control method thereof can automatically set the TV into environments suitable for a viewer's taste by storing environmental information set by the viewer into a server and freely downloading the stored environmental information from the server. The method for setting environment corresponding to a viewer's taste in a digital TV system including a TV connected with a server and a network includes the steps of: transmitting environmental information selected by the viewer to the server using an initial menu from the TV to the server; storing the environmental information into the server to correspond to the viewer's taste; transmitting a download request of environmental information inputted by the viewer from the TV to the server; transmitting the environmental information corresponding to the download request from the server to the TV; and executing the environmental information downloaded from the TV. The present invention can provide the viewer with convenience by allowing the viewer to store TV environments suitable for the viewer's taste in the server or download from the server to set desired TV environments.